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AUTHOR Jones, Maleeta M.
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ABSTRACT

Supporting performance objective 14 of the V-TECS (Vocational-Technical Education Consortium of States) Secretarial Catalog, both a set of student materials and an instructor's manual on choosing methods of communication are included in this packet. (The packet is the third in a set of three on inspecting and evaluating--CE 016 981-983.) The student materials include five messages and instructions for the student to choose the most desirable means of communication. Self-check answer key and the instructor's final checklist are also included. The instructor's manual includes instructions for the teacher and answer keys to the check-out activities. The materials are designed for self-paced individual instruction and may be adapted for use with large groups. (A separate booklet--CE 016 911--lists contents for the three packets in this set along with those in several other sets--seventy-eight packets in all--based on the same V-TECS catalog.) (JT)

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ED155472

INSPECTING AND EVALUATING

CHOOSING METHOD OF COMMUNICATION

STUDENT MANUAL

Materials in this Lesson
have been

Modified by
Maleeta M. Jones

from
Materials Developed and Graciously Provided by
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and
Department of Vocational Education
College of Education, University of Kentucky

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CHOOSING METHOD OF COMMUNICATION

INTRODUCTION

In order for businesses to operate efficiently, there must be good communication. Not only can the lack of communication cause routine work to fail, but serious business failures can result from it. In many cases, it is up to the secretary to decide what method of communication will work best for a particular situation. The requirements of the message and the rates charged for the different methods of communication assist the secretary in making the proper decision. In this unit, you will learn how to consider the various factors involved in transmitting a message to another party in order for you to decide which method of communication to use for a particular situation.

DIRECTIONS

Before you start to work on this unit, be sure you have completed a unit on placing telephone calls, sending telegrams, and processing special outgoing mail. If you have completed these units, read the objective below. If you think you are able to perform this task, read the Check-Out Activity on page 9. Then arrange with your instructor to perform the Check-Out Activity;

or

If you need to complete learning activities in order to be able to perform the task, turn to page 2 and complete the Learning Activities.

OBJECTIVE

Given five messages to send, requirements of each message, rate charges for each method of communication (telegram, telephone, special mail service), determine the least expensive yet most desirable method of communication. The best method as judged by the instructor must be chosen for four of the five messages for acceptable performance.

LEARNING ACTIVITIES

1	READ Instruction Sheet I, METHODS OF COMMUNICATION.
	or
2	CHECK YOUR KNOWLEDGE by completing Student Self-Check I, USING METHODS OF COMMUNICATION.
3	READ Instruction Sheet II, GUIDES FOR CHOOSING METHODS OF COMMUNICATION.
	or
4	COMPLETE Student Self-Check II, CHOOSING THE CORRECT METHOD.
	or
5	ARRANGE with your instructor to complete this unit by performing the CHECK-OUT ACTIVITIES listed on page 9.

Instruction Sheet I

METHODS OF COMMUNICATION

When a person accepts the job of secretary, one also accepts the responsibility of sending communications. This communication can be in the form of a telegram, a telephone call, or by using special mail service. The rate charges for each of these differ.

As you recall, the rate of a telegram is determined by the length or the number of words. The minimum rate for a full-rate telegram is for 15 words or less, with an additional charge for each word over 15. The rate for an overnight telegram, sometimes called a night letter, is for a minimum of 100 words with a small charge for each additional word. There are three types of international telegraph service: Full-Rate (FR) messages, Cable Letters (LT), and Ship Radiograms. On the full rate, a minimum charge is made for seven words or less, with an additional charge for extra words. On the Cable Letter, a minimum charge is made for 22 words or less. A ship radiogram covers a minimum charge for a message of seven words or less.

Telegrams are faster than airmail and usually less expensive than long-distance telephone. Often the telegram is the best choice for urgent messages when conversation is not necessary. Still, urgency and time should be considered when choosing which type of telegraphic service to use.

The telephone is also used to bridge communication. Besides the regular telephone service charge that is paid monthly, there are additional charges for calls outside the local service area. This charge is based on the distance of the call, the length of time the line is used, the type of call made, and the hour of day that the call is placed. The rate charged is determined by the time at the calling point.

As secretary, it will be part of your job to also learn about the special mail services available and how to use them to best advantage. Since postal services and rates are determined by the class of mail involved, it is important that you recall the information you have previously learned about the four classes. In this unit, you are concerned with messages, and in considering the method of communication to use, you will be concerned with first-class mail and the special handling services provided. You will need to recall these services, such as insured mail, certified mail, registered mail, special delivery, airmail, etc.

In all three methods of communication the projected time of delivery must be considered as well as the urgency of the message. Not only the time of day, but the day of the week and the holidays must be considered. If a secretary's employer communicates with different sections of the country, especially by telephone and telegraph, it is part of the job to be aware of the four time zones in the United States.

Student Self-Check I

USING METHODS OF COMMUNICATION

Answer the following questions on plain paper. Then check your response with the key.

1. What are the three main methods of communication that a company uses?
2. What factor(s) is (are) considered when determining the cost of a telegram?
3. What factor(s) is (are) considered when determining the cost of a long distance telephone call?
4. What factor(s) is (are) considered when determining the cost of a business letter?
5. What are the four time zones in the United States?
6. Compute the sending time for the following telegrams:

	TIME FILED	TIME RECEIVED
(a)	6:10 a.m. CST	7:30 a.m. EST
(b)	8:45 a.m. MST	10:50 a.m. EST

7. Find the elasped time for each of the following messages:

	LOCATION	TIME SENT	TIME RECEIVED	LOCATION
(a)	Kansas, MO	8:30 a.m. CST	10:30 a.m. CST	Texas
(b)	Chicago, IL	Sunday 3:30 p.m. CST	Monday 11:15 p.m. MST	Montana
(c)	Omaha, NE	Friday 8:45 a.m. CST	Sunday 11:40 p.m. PST	Washington
(d)	Baltimore, MD	Saturday 5:15 p.m. EST	Thursday 9:40 a.m. PST	California

Key to Self-Check I

CORRECT RESPONSES

1. telegram, telephone, special mail service
2. number of words
3. basic charges based on time, distance, and type of call
4. weight, type of delivery desired
5. Pacific time, Mountain time, Central time, and Eastern time
6. a-20 minutes
   b-5 minutes
7. a-2 hours
   b-32 hours, 45 minutes
   c-64 hours, 55 minutes
   d-115 hours, 25 minutes

Instruction Sheet II

GUIDES FOR CHOOSING METHOD OF COMMUNICATION

It is often left up to the secretary to determine the least expensive, yet most desirable method of communication. The secretary should first read the requirements of sending the message. The secretary should consider the urgency of the message, the need for written copy, and the need for reply. Next, the length of the message should be determined. The secretary should also consider the speed of communication, the cost, and which method best meets the desired results of the alternative ways of communicating. Last of all, the secretary should consider the time factors of the sending location and the receiving location before choosing the appropriate method.

In considering the cost, the secretary should consult the rate charges for each method. These charts are available from the telephone company, the post office, and the telegraph company.

Student Self-Check II

CHOOSING THE CORRECT METHOD

A. Obtain from your instructor the Postal Manual, Chart of Postal Rates, Chart of Telegraph Rates, and Chart of Telephone Rates.

B. Answer the following questions on plain paper.

C. Check your response with the correct responses provided.

Questions

1. What would the rate be to send a full-rate telegram that has 5 words in the message?
2. What would the rate be to send a full-rate telegram that has 23 words in the message?
3. What would the rate be to send a full-rate telegram that has 107 words in the message?
4. What would the rate be to send a full-rate telegram that has 132 words in the message?
5. What would the rate be to send an overnight telegram that has 5 words in the message?
6. What would the rate be to send an overnight telegram that has 23 words in the message?
7. What would the rate be to send an overnight telegram that has 207 words in the message?
8. What would the rate be to send an overnight telegram that has 217 words in the message?
9. What would it cost to send a letter weighing 3 ozs. from New York to Cincinnati airmail?
10. What would it cost to send a 1/2 oz. letter first class certified mail?
11. What would it cost in addition to postage to register a letter valued at $147?
12. What would it cost in addition to postage to send a 1/2 oz. letter airmail special delivery?
13. What would it cost to call from Atlanta to New York dialing direct for 3 minutes at 9:30 a.m. on Tuesday, July 12, 19-?
14. What would it cost to call from St. Louis to Washington State person-to-person for 2 minutes at 7 p.m. Sunday, August 27, 19-?
15. Choosing the appropriate methods, determine the method you would use and the cost of the following message.

    You are employed by the Department of Public Safety, Cincinnati, Ohio. It is Monday, April 11, 19-. Your employer, Mr. John Bronnock, dictates two messages to you and asks you to send them by an appropriate method. He tells you to take the charge for the messages out of petty cash.

    Message No. 1
    Tell Mr. James Turner that we need the new listings by 2:00 p.m. Tuesday, April 12, 19-. Also to make sure the figures are accurate.

    Message No. 2
    Inform Mr. Frank Lyons that I need to speak with him by noon today. Mr. Lyons' office is in Los Angeles.

Student Self-Check II

CORRECT RESPONSES

1. $3.75
2. $4.71
3. $12.51
4. $14.51
5. $3.00
6. $3.00
7. $6.21
8. $6.51
9. $ .39
10. $ .40
11. $1.25
12. $ .60
13. $1.20
14. $2.80
15. No. 1-Overnight telegram, cost $3.00
    No. 2-Long Distance telephone, cost $.54 for first minute plus $.38 for each additional minute.

CHECK-OUT ACTIVITIES

The statement below explains the activity you must complete in order to finish this unit. As you perform the activities, your instructor will rate your performance using the Instructor's Final Checklist, CHOOSING METHOD OF COMMUNICATION.

Using the material provided, determine the least expensive yet most desirable method to communicate. Record your choice on the answer sheet provided.

CHECK-OUT ACTIVITY I

Assume you are employed by World Manufacturing Company, 115 Main Street, Cincinnati, Ohio. Your employer is Mr. Tim O'Brian. Use the answer sheet provided to record your responses.

Read each of the five messages and determine the least expensive yet most desirable method of communication. Choose from the following methods:

Full-rate Telegram (Fast Telegram)	Night Letter
Cablegram	DDD-Station to Station Call
Airmail	Person-to-person Call
Regular Mail	Certified Mail
Registered Mail	Local telephone call

No. 1

To: Patrick Eldridge
25 East 7th Street
Lexington, KY 40502

Date: October 22, 19-
9:30 a.m.

Message: Mr. Tim O'Brian and Mr. Ernest Rasmussen, representatives of the World Manufacturing Co., will be in Lexington on Monday, November 1. They would like to take you to lunch at the Holiday Inn at 12:30 and discuss the possibility of handling your account. Would you please keep this date open for this very important meeting? If you cannot possibly see Mr. O'Brian and Mr. Rasmussen at this time, please contact this office at once so that another time can be arranged. Our telephone number is (513) 761-3325. Place your call collect.

No. 2

To: James Holiday
1190 Bakersville Road
San Francisco, CA 94107

Date: December 29, 19-
10:00 a.m.

Message: As stated by the Inspector, the carton was in good condition and showed no signs of pilferage. The carton was packed to full capacity. We are considering this a shipper's shortage and would appreciate receiving a credit in the amount of $564 by 5:00 p.m. on Friday, December 31, 19-.

No. 3

To: Mrs. Ruth Jones
1592 Cambridge Drive
Boston, MA 02121

Date: February 3, 19-
1:00 p.m.

Message: Mr. Tim O'Brian needs to have Bill Ross of the Oneida Co., Boston, ship immediately eight dozen Chip 'n' Dip Servers with a 5-inch dip bowl on a 15-inch tray both in polished silverplate. Mr. O'Brian wants to know the price before Mr. Ross ships these items.

Check-Out Activity

No. 4

To: Adam Fisher
1100 Lincoln Boulevard
Trenton, NJ 08605

Date: May 8, 19-
11:30 a.m.

Message: All payments due May 10. Return with bills of lading.

No. 5

To: Henry Krusling, Attorney at Law
1100 Spendthrift Drive
Lexington, KY 40502

Date: June 2, 19-
10:00 a.m.

Message: (Mr. O'Brian requests a return receipt showing to whom, when, and address of delivery for the following message which is valued at $1,500.) The enclosed papers are the ones you need for your case in court on June 16, 19-.

CHECK-OUT ACTIVITY II

These messages may be used for extra practice work.

No. 6

Your employer is on his way to the airport to board a flight for a business meeting with Roger McAdams of McAdams & Smith, Inc. You receive a call that McAdams has been hospitalized with a heart attack; therefore, business will have to wait. How do you contact your employer?

No. 7

Your employer is handling a contract that must be signed within 48 hours by the President of Johnson & Johnstone, Inc. How do you make sure only he receives the contract and that he signs for it?

No. 8

You need some sales figures from your boss who is out of town at a Sales Conference. You must have the figures by the close of business today. How do you contact him, and how should he return the information to you?

No. 9

You have visited friends in the mountains for the weekend and are snowed in on Sunday. Your employer has an unlisted phone and, of course, the office will not be open until Monday morning. How do you let your boss know you will be unable to report to work?

No. 10

Your employer has found a letter written by the founder of the company in 1880. He thinks it would be ideal for the company archives located in Boston where all valuable papers and documents are kept. How do you send the letter?

CHECK-OUT ACTIVITY ANSWER SHEET

Message No. 1 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 2 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 3 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 4 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 5 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Check-Out Activity Answer Sheet, Continued

Message No. 6 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 7 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 8 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 9 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Message No. 10 – Method Chosen _____

Reason (or Why) _____

_____

_____

_____

Instructor's Final Checklist

CHOOSING METHOD OF COMMUNICATION

Check the student's performance in the following elements of choosing method of communication.

Place a check mark (✓) in the appropriate box indicating not accomplished, partially accomplished, or fully accomplished. If, because of special circumstances, the item was impossible to complete, place a check mark (✓) in the "Not Applicable" box.

Performance Level: All items must receive a rating of FULLY ACCOMPLISHED (or Not Applicable). If any items are rated Not Accomplished, or Partially Accomplished, the student and instructor will discuss this and decide which learning activities must be repeated.

	Student Performance			
	Not Applicable	Not Accomplished	Partially Accomplished	Fully Accomplished
1. The student read the requirements of sending the message and determined:				
(a) The urgency of the message	[ ]	[ ]	[ ]	[ ]
(b) The need for written copy	[ ]	[ ]	[ ]	[ ]
(c) The need for reply	[ ]	[ ]	[ ]	[ ]
2. The student determined the length of the message correctly.	[ ]	[ ]	[ ]	[ ]
3. The student considered the time factors of the sending location and the receiving location.	[ ]	[ ]	[ ]	[ ]
4. The student chose the appropriate method.	[ ]	[ ]	[ ]	[ ]

INSPECTING AND EVALUATING

CHOOSING METHOD OF COMMUNICATION

INSTRUCTOR'S MANUAL

Materials in this Lesson
have been

Modified by
Maleeta M. Jones

from
Materials Developed and Graciously Provided by
Bureau of Vocational Education, State Department of Education
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NOTES TO TEACHER

To prepare this module for student use, you will need to have available a postal manual, chart of postal rates, chart of telegraph rates, and chart of telephone rates. These charts are available from the post office, telephone and telegraph companies.

The Check-Out Activity answer sheet, pages 12–13, and the Instructor's Final Checklist, page 14, are perishable items and should be duplicated.

A key for the Check-Out Activity is provided in your manual. However, answers to the correct method of communication may vary depending on student's justification for messages.

KEY

CHECK-OUT ACTIVITY ANSWER SHEET

Message No. 1 – Method Chosen Regular mail

Reason (or Why) There is ample time – 10 days – for the letter to reach KY from OH and the answer to be received.

Message No. 2 – Method Chosen Night Letter

Reason (or Why) Message would reach Mr. Holiday as soon as his office opened on the 30th.

Message No. 3 – Method Chosen Person-to-person telephone call

Reason (or Why) Mr. O'Brian needs to know the price before shipping, so by telephoning the price can be obtained and the order placed immediately.

Message No. 4 – Method Chosen Telegram

Reason (or Why) Mr. Fisher would need to receive message today, May 8, in order to get all payments and bills of lading together to send to Mr. O'Brian by May 10.

Message No. 5 – Method Chosen Registered Mail with return receipt

Reason (or Why) Since the contents were valued at $1500, registered mail with return receipt requested was the best method.

Check-Out Activity Answer Sheet, Continued – Key

Message No. 6 – Method Chosen Local Telephone Call

Reason (or Why) Call the airport and have Mr. O'Brian paged. If he has not arrived, cancel his flight and leave message for Mr. O'Brian to call his office at once.

Message No. 7 – Method Chosen Certified Mail

Reason (or Why) Certified mail provides a record of delivery and signature of the addressee.

Message No. 8 – Method Chosen Person-to-person Telephone Call

Reason (or Why) If Mr. O'Brian should not be available at the time of the call, the call will not be charged yet a message left for him to return call.

Message No. 9 – Method Chosen Telegram

Reason (or Why) Only method available since telephone number is unlisted – send telegram to residence.

Message No. 10 – Method Chosen Registered Mail

Reason (or Why) Valuable papers enclosed